



January 12, 2009

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

**Re: MB Docket No. 07-148
DTV.gov Transition Partner Quarterly Report**

Dear Ms. Dortch:

LG Electronics USA, Inc. (LG) is pleased to submit this report for the fourth quarter of 2008 detailing the company's efforts as a DTV.gov Transition Partner to educate consumers about the nation's conversion from analog to digital television (DTV).¹ As a long-time leader in the DTV transition and a founding member of the DTV Transition Coalition, LG is committed to ensuring that no viewer loses free, over-the-air television reception in February 2009 due to a lack of information. Accordingly, LG is continuing to work closely with the Commission and affected stakeholders to ensure a smooth, consumer-friendly transition.²

LG is continuing to pursue many of the consumer education and outreach efforts detailed in its first, second and third quarter reports. These efforts include providing transition-related consumer notices with all LG- and Zenith-brand DTV products, using the company's web site (www.lgusa.com) to highlight information about the DTV transition and NTIA-administered converter box coupon program, and maintaining an online microsite (www.zenith.com/dtv) to help educate consumers about their DTV options generally and the digital-to-analog converter box specifically.

A leader in the production of digital-to-analog converter boxes, LG manufactures the Zenith-brand DTT901 model with analog pass-through capability and distributes it through thousands of certified retail locations nationwide. LG also manufactures a private-label analog-pass-through model for a major retail customer with more than 1,000 additional storefronts.

In addition to its ongoing efforts noted above, LG engaged in a number of other noteworthy DTV transition consumer education and outreach activities during the fourth quarter of 2008. These stepped-up efforts include:

- Partnering with the disability community to reach out to deaf and hard-of-hearing TV viewers, focusing on the benefits of digital closed captions. (LG-produced converter

¹ See *DTV Consumer Education Initiative*, Report and Order, FCC 08-56, MB Docket No. 07-148 (rel. Mar. 3, 2008) at ¶¶ 50-51.

² LG Electronics is the parent company of Zenith Electronics LLC (Zenith), which also is a proud DTV.gov Transition Partner. Accordingly, this report is being filed on behalf of both LG and Zenith.

boxes were the first with a closed-caption button on the remote control to be certified by the NTIA.)

- Working with the National Center for Accessible Media at WGBH, Boston, to verify performance of a video description for the blind feature, and reaching out to blind consumers.
- Supplying converter boxes to the Leadership Conference on Civil Rights (LCCR) for all of its “DTV Assistance Centers.” Through a partnership with NTIA and with community organizations, LCCR is establishing DTV Assistance Centers in each of seven cities with at-risk communities: Atlanta, GA; Detroit, MI; Minneapolis-St. Paul, MN; Portland, OR; San Antonio, TX; San Francisco-San Jose-Oakland CA; and Seattle-Tacoma, WA.
- Helping consumers connect their converter boxes.
 - Responding to feedback from the early DTV transition of Wilmington, NC, that many consumers have purchased converter boxes but may be unaware how best to connect them, we developed a concise and easy-to-understand online video to demonstrate converter box setup. The short video, about a minute in length, shows how to connect an antenna to the converter, connect the converter to an analog TV, and conduct a simple channel scan. The “Easy Set-Up” video also features open captioning, which received accolades from the Coalition of Organizations for Accessible Technology (COAT).³ The video can be found on the Zenith.com/dtv microsite on this link: <http://www.zenith.com/dtv/setup.html>
- Continuing our media outreach effort to educate reporters throughout the country about the impending transition and the importance of timely, early conversion of old analog sets with converter boxes.
 - We issued nationally-distributed press releases on October 15 (“Zenith Digital TV Converter Box Wins ‘Easy to Use’ Praise from Advocates for Americans with Disabilities”), on November 17 (“Zenith Launches Online Video to Help Consumers Install Converter Boxes”) and on December 19 (“Give the Gift of Digital Television with a Converter Box for Friends and Family”).⁴
- Targeting St. Louis, MO and Little Rock, AR senior citizen centers with converter box donations and local press opportunities that garnered attention from TV stations in both markets, encouraging consumers to immediately apply for NTIA coupons, get their converter boxes, and connect them ahead of the February transition deadline.⁵
- Reaching out to the Latino community with a comprehensive December 5 Spanish-language media tour that reached morning-drive and afternoon-drive radio listeners on Spanish language radio stations.

³ COAT issued a November 20 press release applauding LG for providing open captioning, calling the video a “best practice” and noting that “the video’s open captioning goes a long way in helping all consumers properly install their converter boxes,” and that “this type of consumer education video clip helps consumers keep their analog television sets and avoid unnecessary purchases.” A copy of the full press release is appended to this report.

⁴ Copies of these press releases are appended to this report.

⁵ Press releases discussing LG’s efforts are appended to this report.

- A spokeswoman both presented relevant information about the need for timely transitioning with a converter box, and she also took listener call-in questions on several stations. Segments aired in Washington, D.C.; Tampa, FL; Atlanta, GA; Hartford, CT; Los Angeles, CA; Fort Myers, FL; Brownsville, TX; El Paso, TX; Grand Rapids, MI; Dallas, TX; Harrisburg, PA, and in Puerto Rico. A sample from WICL-AM Radio in Washington, D.C. can be found here:
<http://www.box.net/shared/ythnbucjkc>.
- Helping readers of hundreds of community newspapers throughout the country through a syndicated column encouraging consumers to “breathe new life into their old analog TV” by preparing now for the digital TV conversion. A sample of the “Technology in our Lives” syndicated column can be downloaded here:
<http://www.box.net/shared/ythnbucjkc>.
- Editing a short, entertaining look at how one Chicago family is transitioning from analog to digital. Chicago educator Gwynne Richards has a beloved 1972 Zenith console TV that she doesn’t want to throw away. We see in the video how she has transitioned that TV and several others in her household with the use of converter boxes that easily receive digital TV signals. The video is available for viewing on the Zenith.com/dtv microsite:
<http://www.zenith.com/dtv/analogtv.html>.

LG Electronics is proud to be a DTV.gov Transition Partner, and is committed to working collaboratively with the Commission, the NTIA, Congress and our fellow DTV stakeholders to bring the digital transition to a successful conclusion. LG looks forward to updating the Commission periodically on the company’s DTV ongoing consumer education and outreach activities.

Cordially,



John I. Taylor
Vice President,
Government Relations and Communications

LG Electronics USA, Inc.
1776 K Street, NW
Washington, DC 20006
(202) 719-3490

cc: Cathy Seidel, Chief, Consumer and Governmental Affairs Bureau
Pam Slipakoff, Chief of Staff, Consumer and Governmental Affairs Bureau
dtvreporting@fcc.gov

Coalition of Organizations for Accessible Technology

For Immediate Release

COAT Applauds LG Electronics/Zenith for Open Captioned Video on How to Install a Digital-to-Analog TV Converter Box

Washington, D.C., November 20, 2008. – The Coalition of Organizations for Accessible Technology (COAT) applauds LG Electronics/Zenith for providing open captioning on an Internet video clip about the company's digital-to-analog television converter box. The video clip allows all viewers to see a text version of the audio, providing greater clarification of how to hook up the digital converter box to older television sets. In addition, the video demonstrates how consumers can change the size, color, and background of the closed captions.

See video clip at http://www.twice.com/flashVideo/element_id/2140296378/taxid/30414.html

"The video's open captioning goes a long way in helping all consumers properly install their converter boxes," said Cheryl Heppner, Executive Director of the Northern Virginia Resource Center for Deaf and Hard of Hearing Persons, in Fairfax, VA, a member of the 220-affiliate strong Coalition of Organizations for Accessible Technology (COAT).

"With most TV stations ending the old analog method of transmitting TV signals and beginning to broadcast only in digital format on February 17, 2009, there is a lot of confusion among consumers about how to keep their free, over-the-air television," says Jenifer Simpson, Senior Director for Technology at the American Association of People with Disabilities (AAPD), a founding and steering committee member of the Coalition. "This type of consumer education video clip helps consumers keep their analog television sets and avoid unnecessary purchases."

"This is the type of 'best practice' we want to see more of," said Rosaline Crawford, Director of the National Association of the Deaf (NAD) Law and Advocacy Center. "We want every video clip on the Internet to have captioning so that America's 36 million deaf and hard of hearing people have equal access to information; just like everyone else."

"Once again, LG/Zenith has set an industry standard," said Karen Peltz Strauss, of Communication Service for the Deaf (CSD). "They were the first to market television sets with the decoder captioning chip in the early 1990s. Then they added a closed captioning button on the remote controls for their digital converter boxes. Now they are open captioning their web-based video to help consumers through the DTV conversion. CSD greatly appreciates these initiatives!"

The Coalition of Organizations for Accessible Technology, or **COAT**, launched in March 2007, is a coalition of over 220 organizations that advocates for legislative and regulatory safeguards that will ensure full access by people with disabilities to evolving high speed broadband, wireless and other Internet protocol (IP) technologies. COAT is dedicated to making sure that as the nation migrates from legacy telecommunications to more versatile and innovative IP-based and other communication technologies, people with disabilities will benefit like everyone else. More information at <http://www.coataccess.org> or e-mail info@coataccess.org.



FOR IMMEDIATE RELEASE

ZENITH DIGITAL TV CONVERTER BOX WINS ‘EASY TO USE’ PRAISE FROM ADVOCATES FOR AMERICANS WITH DISABILITIES

*Zenith DTT901 Lauded for Closed Captioning, Second Audio Program Support
and Special Easy Access Buttons on Remote Control*

WASHINGTON, D.C., Oct. 15, 2008 – The Zenith DTT 901 digital TV converter box is the perfect choice for Americans with disabilities, according to leading disability advocates.

Easy-to-use functions designed to make new digital television (DTV) broadcasts more accessible for those with visual impairments and those who rely on closed captioning for entertainment and information are the key reasons the American Association of People with Disabilities, the Hearing Loss Association of America, the WGBH National Center for Accessible Media, and the American Council of the Blind are each praising the Zenith DTT901 converter box for design choices that make the product easier for all Americans to connect and use.

With only four months remaining until the end of analog TV broadcasts from full-power TV stations, TV viewers who rely on over-the-air reception now need to make decisions about how they will transition from analog to digital reception. An ideal solution is the new Zenith DTT901 digital TV converter box, one of the industry’s most popular low-cost ways to keep an old TV running while enjoying the benefits of a better picture and more channel choices.

“Approximately 31 million Americans who have a hearing loss rely on closed captions to some extent when watching television programs,” according to accessibility advocate and former FCC official Karen Peltz Strauss. “A converter box that provides an easy way to access and view these captions is



especially important to the millions in this group who still rely on over-the-air TV reception.” While working for the National Association for the Deaf, Strauss helped write the language in the 1996 Telecommunications Act that created requirements for closed captioning TV services.

Disability Accessibility Advocates Praise Zenith DTT901

“One of our biggest concerns during the transition to all-digital TV broadcasting is how manufacturers of converter boxes would accommodate people with disabilities,” said Jenifer Simpson, Senior Director of Telecommunications & Technology Policy for the American Association of People with Disabilities. “We’re delighted that Zenith chose to carefully listen to our concerns and implement our recommendations in the DTT901 converter box. The Zenith remote control has a closed caption button that allows immediate access to closed captioning



services, and it has video description capability for viewers with vision disabilities. I recommend that our members explore the DTT901 as their option,” Simpson said.

Zenith converter boxes, in fact, were the first products certified by the U.S. Commerce Department’s National Telecommunications and Information Administration (NTIA) to include both the “CCD” button and advanced digital closed caption capability.

Lise Hamlin, Director of Public Policy and State Development for the Hearing Loss Association of America, also is pleased to see new captioning options made so easy and flexible on the Zenith DTT901 Digital TV converter box. “The Zenith DTT901 provides advanced digital closed captions, including the capability to choose from multiple fonts, sizes, colors, backgrounds, and more. Zenith pioneered closed caption functionality in TVs, and we’re pleased to see that Zenith has made captioning easily accessible in their converter box,” Hamlin said.

The advanced closed captioning functionality of the DTT901 builds on Zenith’s heritage of accessible products, including pioneering developments in hearing aid technology from the 1930s through the 1970s, manufacturing the first analog TVs with closed captioning capability more than 15 years ago, and the first digital HDTVs with closed captioning.

America’s transition to digital TV broadcasting can “open new doors and offer new accessibility services to all people,” said Larry Goldberg, Director of the National Center for Accessible Media (NCAM) at WGBH in Boston. “We tested a number of digital-to-analog

converters, and the Zenith DTT901 passes the accessibility test with flying colors.” The Zenith box supports video description for the blind and visually impaired people through ready access to Second Audio Program (SAP) sources.

“There’s even a ‘SAP’ button for video descriptions right on the remote control of the Zenith converter box. We’ve put the Zenith DTT901 through its paces at the WGBH lab in Boston, and the digital closed captions also work quite well. NCAM congratulates Zenith on its attention to captioning and video description support and user controls for those functions. It’s a great choice for a digital-to-analog converter box,” Goldberg said.

Watching digital full-power or analog low-power TV stations are both possible with the DTT901, which is designed to “pass through” analog TV signals from the antenna to the TV when the converter box is turned off. When turned on, the converter’s on-board digital tuner delivers additional channels of weather, news, and entertainment sent by local digital TV broadcasters.

“Analog pass through and control of video description are essential for our 80,000 members,” said Eric Bridges, Government Affairs Director at the American Council of the Blind. “Accessible television viewing ensures we know the same news, entertainment and information as everyone else receives.”

Consumer Friendly Features

Despite its compact size -- smaller than a hardback book at 8” x 7” x 2” -- the Zenith DTT901 packs in a long list of additional consumer-friendly features such as a “what’s on next” program guide and one button access to a signal strength indicator:

- The DTT901 goes above and beyond the federal ENERGY STAR[®] requirements, turning off automatically after four hours of inactivity and drawing only three watts of electricity when active and less than half a watt while in standby mode.
- Setup couldn’t be easier. Just connect an antenna, put the included AAA battery in the remote control, and connect the box to the TV’s antenna input. A channel scan can be accomplished in seconds. Each individual digital TV channel is also customizable with the on-remote Zoom button, so viewers can choose how digital TV programs are displayed on their analog TV (full screen or letterboxed, for example.) The DTT901 even remembers viewing preferences, channel by channel.

- An easy-to-follow connection guide is included, and DTT901 owners may also call Zenith's toll-free consumer hotline (1-877-9ZENITH) for assistance.

The federal government's NTIA is offering \$40 discount coupons for consumer purchase of Digital TV converter boxes. Coupons can be requested at www.DTV2009.gov, or by calling 1-888-DTV-2009. The Zenith converter box is widely available at national retailers such as *Circuit City*, *Kmart*, *RadioShack* and a number of regional stores at a suggested retail price of less than \$60 (just \$20 with the government coupon).

-30-

CONTACTS: John Taylor (847) 941-8181, john.taylor@zenith.com
 Dave Arland (317) 701-0084, dave@arlandcom.com



FOR IMMEDIATE RELEASE

**ZENITH LAUNCHES ONLINE VIDEO
TO HELP CONSUMERS INSTALL CONVERTER BOXES**

*New 'How To' Web Video Emphasizes Easy Connections, Closed Captioning,
Important Channel Scan Process for Speedy Installation*

WASHINGTON, Nov.17, 2008 – With less than 100 days remaining until the nation's transition to digital television (DTV) broadcasting, the leading provider of digital-to-analog converter boxes has stepped up its consumer education efforts by launching an new online resource to help consumers properly install their new converter boxes.

More than 2.5 million Zenith converter boxes have shipped to retailers this year, with Americans redeeming more than 50,000 discount converter box coupons each day. The digital TV converter boxes, designed to bring digital television to old analog TVs that rely on an antenna, make it easy for viewers to enjoy the benefits of digital TV-- including better pictures, more programs, and advanced new digital closed captions.

Zenith is urging analog TV viewers to install their boxes now to begin enjoying the benefits of digital broadcasting and to avoid possible confusion about receiving the new digital channels on Feb. 17, 2009, when all of the nation's full-power TV broadcasters are required to transition to all-digital service. The Zenith web site (www.zenith.com/dtv) now includes a new online video that, among other things, shows how to scan the new digital channels with a touch of a button on the box's remote control. Fully captioned and also available online in Spanish, the video explains how easy it is to connect a converter box to an analog TV.

Underscoring the need for converter boxes by millions of Americans who depend on free over-the-air broadcasting with their analog TVs, the site also includes a new video interview with a Chicago teacher whose family uses analog TVs and antennas throughout the home.

Endorsed by low-power community broadcasters, full-power broadcasters and disability advocates for its ease-of-use, the Zenith DTT901 digital TV tuner converter box combines advanced digital technology in a simple package for consumers.

As shown on the video, set-up couldn't be easier. Just connect an antenna, put the included AAA battery in the remote control, and connect the box to the TV's antenna input. A channel scan can be accomplished in seconds. Each individual digital TV channel is also customizable with the on-remote Zoom button, so viewers can choose how digital TV programs are displayed on their analog TV (full screen or letterboxed, for example.) The DTT901 even remembers viewing preferences, channel by channel.

Watching digital full-power or analog low-power TV stations are both possible with the DTT901, which is designed to "pass through" analog TV signals from the antenna to the TV when the converter box is turned off. When turned on, the converter's on-board digital tuner delivers additional channels of weather, news, and entertainment sent by local digital TV broadcasters.

The advanced closed-captioning functionality of the DTT901, which allows changing colors, fonts, type size and backgrounds on closed captions, builds on Zenith's heritage of accessible products, including pioneering developments in hearing aid technology from the 1930s through the 1970s, manufacturing the first analog TVs with closed-captioning capability more than 15 years ago, and the first digital HDTVs with closed captioning.

Other Consumer Friendly Features

- Despite its compact size -- smaller than a hardback book at 8- x 7- x 2-inches -- the Zenith DTT901 packs in a long list of additional consumer-friendly features such as a "what's on next" program guide and one button access to a signal strength indicator.

- The DTT901 goes above and beyond the federal EnergyStar[®] requirements, turning off automatically after four hours of inactivity and drawing only three watts of electricity when active and less than half a watt while in standby mode.
- An easy-to-follow connection guide is included, and DTT901 owners may also call Zenith's toll-free consumer hotline (1-877-9ZENITH) for assistance.

The federal government's NTIA is offering \$40 discount coupons for consumer purchase of Digital TV converter boxes. Coupons can be requested at www.DTV2009.gov, or by calling 1-888-DTV-2009. The Zenith converter box is widely available at national retailers at a suggested retail price of less than \$60 (just \$20 with the government coupon).

-30-

CONTACTS: John Taylor (847) 941-8181, john.taylor@zenith.com
 Dave Arland (317) 701-0084, dave@arlandcom.com



FOR IMMEDIATE RELEASE

**GIVE THE GIFT OF DIGITAL TELEVISION
WITH A CONVERTER BOX FOR FRIENDS AND FAMILY**

***Leadership Conference on Civil Rights Suggests Helping Less Fortunate
Make Digital TV Transition with Affordable Set-Top Converter Box***

WASHINGTON, Dec. 19, 2008 – One of the most thoughtful gifts of the holiday season may be to help a friend, family member or someone in need make the transition to digital television (DTV) ahead of the February 2009 switch-off of analog TV signals by full-power broadcasters.

“This is the perfect time of year to think of others and to help your neighbors who might need assistance with the DTV transition,” says Mark Lloyd, Vice President of Strategic Initiatives at the Leadership Conference on Civil Rights, the nation’s leading grassroots human rights organization.

“Low-income households, seniors, minorities, or persons with disabilities – those millions of Americans most likely to be adversely affected – cannot be permitted to lose their television lifelines, even for just a day or two,” he said. “If you know of someone who is watching analog TV today with an antenna, please do what you can to help that individual make the transition now.”

When considering your gift list, consider that one of the most affordable ways to make the transition is with the purchase of a digital-to-analog converter box, like the DTT901 from Zenith. The federal government is offering \$40 discount coupons for consumer purchase of digital TV converter boxes. Coupons, which are delivered by mail, need to be requested by the end of the year at www.DTV2009.gov, or by calling 1-888-DTV-2009. The Zenith converter box is widely available at national retailers at a suggested retail price of less than \$60 (just \$20 with the government coupon).

Zenith is encouraging analog TV viewers to install their boxes now to begin enjoying the benefits of digital broadcasting and to avoid possible confusion about receiving the new digital channels on Feb. 17, 2009, when the nation's full-power TV broadcasters make the transition to all-digital service.

With only two months remaining until the analog switch-off, Zenith has stepped up its consumer education efforts by launching an online resource to help consumers properly install their new converter boxes. The Zenith web site (www.zenith.com/dtv) includes a new online video that, among other things, shows how to scan the new digital channels with a touch of a button on the box's remote control. Captioned and also available online in Spanish, the [video](#) shows how easy it is to connect a converter box to an analog TV (www.zenith.com/dtv/setup.html).

The Zenith DTT901 digital TV tuner converter box, endorsed by low-power community broadcasters, full-power broadcasters and disability advocates for its ease-of-use, combines advanced digital technology in a simple package for consumers. Watching digital full-power or analog low-power TV stations are both possible with the DTT901, which is designed to "pass through" analog TV signals from the antenna to the TV when the converter box is turned off. When turned on, the converter's on-board digital tuner delivers additional channels of weather, news, and entertainment sent by local digital TV broadcasters.

If you already have a digital TV (with a built-in digital tuner) or if your analog TVs are connected to cable or satellite, the digital TV broadcast transition won't affect you directly, but you can still help others make the transition to DTV, suggests LCCR's Lloyd. If you applied for government coupons and don't need two after all, you may wish to help someone obtain a converter box with it or even purchase a box as a gift without using a coupon.

"Think about your neighbors in need during this season of giving," Lloyd urges. "Consider donating one or more converter boxes to your local senior center, assisted living facility, church or synagogue. For those in need, it will not only brighten their holidays but brighten their lives year 'round."

-30-

CONTACTS: ZENITH

John Taylor (847) 941-8181, john.taylor@zenith.com

Dave Arland (317) 701-0084, dave@arlandcom.com

LCCR

Maggie Kao (202) 466-4735, kao@civilrights.org



FOR IMMEDIATE RELEASE

ZENITH DONATES DIGITAL TV CONVERTER BOXES TO HELP ST. LOUIS SENIORS MAKE DIGITAL TRANSITION

ST. LOUIS, Nov. 18, 2008 – With less than 100 days remaining until the end of analog broadcasts from full-power television stations, TV viewers who rely on over-the-air reception – including many senior citizens – now need to make decisions about how they will transition from analog to digital reception. The most affordable option is a low-cost digital TV converter box, and Zenith today announced a donation of 10 Zenith DTT901 converter boxes to the St. Louis Northside Senior Center on Maffit Avenue to help raise awareness with local seniors about the need to make the conversion now.

The legendary Zenith brand, familiar to generations of Americans, is among the most popular brands of digital-to-analog converter boxes that keep an old TV running while delivering the benefits of a better picture and more channel choices. The federal government is offering \$40 discount coupons for consumer purchase of Converter Boxes. Coupons can be requested at www.DTV2009.gov, or by calling 1-888-DTV-2009.

According to Nielsen Media Research, more than one out of ten St. Louis households are “completely unready” for the upcoming switch to all-digital TV broadcasting. Those viewers are among the 9.6 million households in the U.S. that are still unprepared for the digital TV transition, which happens in less than 100 days. Nielsen says St. Louis is among the cities most unprepared for February’s switch to all-digital TV broadcasting, with 11.58% not yet making the transition. Viewers relying on an over-the-air signal for their favorite channels will need a new TV or a Converter Box for their analog TV.

Zenith’s donation helps to heighten awareness of the looming deadline and to encourage friends and family to check on elderly neighbors and friends. Senior Center Coordinator Carol McKinney from the Area Agency on Aging said the donated boxes will be used to help those who can least afford to purchase new TV equipment. She notes that even with the discount coupons available from the U.S. government that trim \$40 from the cost of a converter box, there are many low-income senior citizens who will need additional help.

Zenith Converter Boxes Widely Available at Retail Stores

Despite its compact size --smaller than a hardback book at 8- x 7- x 2-inches, the Zenith Digital TV Tuner Converter Box (model DTT901) packs in a long list of consumer-friendly features and a universal remote control that offers one-touch closed-captioning control and access to Second

Audio Program information (for Spanish-language and video description audio services where available). Also, a "what's on next" program guide button, and one button for signal strength – and even a sleep timer. The Zenith DTT901 can “pass-through” analog signals to a TV, should a viewer want to keep watching community broadcast stations that aren’t making the transition in February.

Super Energy Efficient: The DTT901 goes above and beyond the federal ENERGY STAR[®] requirements, drawing only three watts when active and less than half a watt while in standby mode. And to save even more energy, the DTT901 is designed to automatically turn off after four hours of inactivity.

Digital Closed Captions: In addition to V-Chip parental control, the DTT901 provides advanced digital closed captions, including the capability to choose from multiple fonts, sizes, colors, backgrounds, and more with one-touch convenience from the remote control. This builds on Zenith's heritage of accessible products, including pioneering developments in hearing aid technology, the first analog TV sets with closed-captioning capability more than 15 years ago, and the first digital TVs with closed captions.

Supreme Simplicity: Setup couldn't be easier. Just connect an antenna, put the included AAA battery in the remote control, and connect the box to the TV's antenna input. A channel scan can be accomplished in seconds. Each individual digital TV channel is also customizable with the on-remote Zoom button, so viewers can choose how digital TV programs are displayed on their analog TV (full screen or letterboxed, for example.) And the DTT901 even remembers viewing preferences, channel by channel.

Operators Standing By: An easy-to-follow connection guide is included, and DTT901 owners may also call Zenith's toll-free consumer hotline (1-877-9ZENITH) for set-up and operational assistance.

-30-

CONTACT: Dave Arland (317) 701-0084, dave@arlandcom.com



FOR IMMEDIATE RELEASE

ZENITH DONATES DIGITAL TV CONVERTER BOXES TO HELP NORTH LITTLE ROCK SENIORS MAKE DIGITAL TRANSITION

NORTH LITTLE ROCK, AR, Nov. 20, 2008 – With less than 100 days remaining until the end of analog broadcasts from full-power television stations, TV viewers who rely on over-the-air reception – including many senior citizens – now need to make decisions about how they will transition from analog to digital reception. The most affordable option is a low-cost digital TV converter box, and Zenith today announced a donation of 20 Zenith converter boxes to the North Little Rock Senior Center to help raise awareness with local seniors about the need to make the conversion now.

The legendary Zenith brand, familiar to generations of Americans, is among the most popular brands of digital-to-analog converter boxes that keep an old TV running while delivering the benefits of a better picture and more channel choices. The federal government is offering \$40 discount coupons for consumer purchase of Converter Boxes. Coupons can be requested at www.DTV2009.gov, or by calling 1-888-DTV-2009.

According to Nielsen Media Research, nearly one out of ten Little Rock households are “completely unready” for the upcoming switch to all-digital TV broadcasting. Those viewers are among the 9.6 million households in the U.S. that are still unprepared for the digital TV transition, which happens in less than 100 days. Viewers relying on an over-the-air signal for their favorite channels will need a new TV or a converter box for their analog TV.

Zenith’s donation helps to heighten awareness of the looming deadline and to encourage friends and family to check on elderly neighbors and friends.

Zenith Converter Boxes Widely Available at Retail Stores

Despite its compact size --smaller than a hardback book at 8- x 7- x 2-inches, the Zenith digital TV converter box packs in a long list of consumer-friendly features and a universal remote control that offers one-touch closed-captioning control and access to Second Audio Program information (for Spanish-language and video description audio services where available). Also, a "what's on next" program guide button, and one button for signal strength – and even a sleep timer.

Digital Closed Captions: In addition to V-Chip parental control, the Zenith converter box provides advanced digital closed captions, including the capability to choose from multiple fonts, sizes, colors, backgrounds, and more with one-touch convenience from the remote control. This builds on Zenith's heritage of accessible products, including pioneering developments in hearing aid technology, the first analog TV sets with closed-captioning capability more than 15 years ago, and the first digital TVs with closed captions.

Supreme Simplicity: Setup couldn't be easier. Just connect an antenna, put the included AAA battery in the remote control, and connect the box to the TV's antenna input. A channel scan can be accomplished in seconds. Each individual digital TV channel is also customizable with the on-remote Zoom button, so viewers can choose how digital TV programs are displayed on their analog TV (full screen or letterboxed, for example.) And the Zenith converter box even remembers viewing preferences, channel by channel.

Operators Standing By: An easy-to-follow connection guide is included, and Zenith converter box owners may also call Zenith's toll-free consumer hotline (1-877-9ZENITH) for set-up and operational assistance.

-30-

CONTACT: Dave Arland (317) 701-0084, dave@arlandcom.com